



only on

SiriusXm®
SATELLITE RADIO

Channel 128

24/7 Around The Clock | Live & On-Demand
Trucking's #1 Source of Information & Entertainment

On-Air

On-Line

On-Demand

Social

Mobile

Events

SiriusXM is a targeted and engaged audience.

- Over **+25.6 million subscribers / +51.2 million listeners**
- Time Spent Listening (TSL) of **54 hours and 29 minutes in the average week** per truck driver
- Road Dog Trucking channel has a weekly cumc over **870,400 subscribers**
- Sirius XM Truckers - **75% Adults 25-54, 46.4 is the mean age**
- Estimated **over 1,000,000 trucker subscribers** – and growing!
- Developing **“fleet deals”** to sell radios to truck companies

SiriusXM merged two premium trucking channels creating the best news, information & entertainment channel available.

- Hourly **News & Weather reports** and **Roadway Interstate Alerts**
Sponsorships Available
- **The Tim Ridley Show** *M-F 5a-7a*
- **The Dave Nemo Show** *M-F 7a-11a & Sa-Su “Weekend Live” 7a-11a*
- **FreeWheelin w/ Meredith & Chris**
M-F 11a-2p | Replay: M-F 8p-11p and Sa-Su 11a-2p
- **Road Dog Trucking News w/ Mark Willis**
M-F 2p-4p | Replays Sa-Su 2p-4p
Interactive show covering important issues affecting the daily lives of truck drivers with industry experts
- **Road Dog Trucking Live w/ KC Phillips**
M-F 4p-7p | Replay Sa-Su 8p-11p
- **Land Line Now-OOIDA Show**
M-Su 7p-8p & replay M-Su 11p-12m
Everything for owners & operators
- **Business & Beyond w/ Kevin Rutherford**
M-Su 12m-1a & Sa / Su 4p-7p
Interactive discussions/calls about all things trucking
- **All Night Truck Stop w/ Jonesey**
M-F 1a-5p & replay Sa-Su 1a-5p
Cross-continental conversation where truckers talk to one another about everything
- **Additional Road Dogs**
Trace Atkins, Jo Dee Messina, Tony Stewart, Kasey Kahne, Jimmie Johnson, Juan Pablo Montoya

SiriusXM expanded channel environments for truckers.

- Exclusive satellite partnership with **NASCAR** for the next 3 years
- Drivers laugh on the road with the **Blue Collar Comedy**
- Exclusive partnership with the **NFL & NBA** to bring you every game, home and away
- Complete coverage of all political issues with **POTUS - Politics of the United States, Sirius Patriot and SiriusXM Left**

Advertiser Opportunities

- **Custom Sponsorships**
LIVE Reads
Brand Spots
- **PAD Data**
32 character message that will scroll on the satellite radio display screen whenever your commercial airs